

P-2: Effectiveness of the Washington Quit Line

Venue: Statewide

Goal: Promoting Cessation of Tobacco Use

Sponsoring Organizations: Group Health Cooperative Center for Health Promotion (GHC-CHP) and Department of Health (DOH)

Abstract: The Department of Health (DOH) in Washington State launched a statewide toll-free Quit Line in November 2000. Counselors provide information, support and referrals for health care providers, families or friends, and tobacco users who want to quit. Low-income tobacco users who are highly motivated to quit are offered proactive follow-up telephone counseling, and may also qualify for free nicotine replacement therapy (NRT). The Washington Quit Line services are provided through a contract with the Group Health Cooperative (GHC) Center for Health Promotion, which also provides Quit Line services for several other states. Services were provided to 9,093 tobacco users who wanted help to quit during the first year of operation. Evaluation of satisfaction and quit rate among callers was conducted using a telephone survey with a random sample of Quit Line callers. Satisfaction with services overall was approximately 80%, and approximately 70% said that calling the Quit Line was helpful to their quitting process. About 75% of callers reported making at least one serious attempt to quit, and 12.7% were tobacco free at 6 months after their initial call. These findings are similar to those observed by the Oregon Quit Line as part of their successful state program to reduce tobacco use. DOH estimates that approximately 1300 people successfully quit using tobacco as a result of calling the Quit Line during the 2001 calendar year.

Recommendations:

The Quit Line can be an effective cessation resource, particularly in low-income communities, or communities with few other resources. Local program staff support is necessary to promote the Quit Line and provide the Quit Line with current, appropriate cessation resources at the community level.

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